

# Index to Technical and Special Articles

Vol. 110—January 1 to December 15, 1973

## SUBJECT

Aging, A Rationale to Help the, No. 6, p. 39.  
Air Trips, Planning for, No. 21, p. 32.  
AOA at San Francisco, No. 16, p. 41.  
AO Projecto-Chart for Increased Range of Acuities, Modification of, No. 24, p. 18.

Bifocals, Variable Profile—Fact or Fiction?, No. 14, p. 34.  
Bookshelf, No. 2, p. 46; No. 3, p. 30; No. 6, p. 51; No. 8, p. 36; No. 11, p. 30; No. 14, p. 50; No. 21, p. 29; No. 22, p. 44.  
Book Value for Extra Profits, How To Use, No. 14, p. 54.

Chromaticities, Specifications of, No. 1, p. 15.  
Clumsiness Syndrome?, Can Sighting Tests be Linked to, No. 7, p. 23.  
Color Ignorance, Not Color Blindness, No. 15, p. 25.  
Computer-Assisted Automated Refractions, No. 12, p. 31.  
Contact Lens, Determining Back Vertex Dioptric Power of a Hydrophilic, No. 19, p. 27.  
Contact Lens Problems, Marijuana as an Etiology for, No. 17, p. 27.  
Contact Lens Work?, Are You Really Interested In, No. 13, p. 26.  
Contact Lenses, Mucous Build-up on, No. 11, p. 24.  
Contact Lenses, Pterygium and, No. 14, p. 31.  
Corporate Dilemma—War Without End?, No. 23, p. 27.  
Corporations, Professional—A Second Look, No. 12, p. 38.

Data Collection Center in the Ophthalmic Office, No. 17, p. 28.  
Differential Diagnosis in Optometry, No. 3, p. 26; No. 4, p. 46; No. 8, p. 28; No. 13, p. 23; No. 19, p. 30; No. 22, p. 41; No. 23, p. 17; No. 24, p. 20.  
Dispensing, A Short Story of the Sad Predicament In, No. 7, p. 29.  
Drugs Causing Visual Hallucinations, A Review of, No. 23, p. 15.  
Drugs, Over-the-Counter—Potential for Ocular Iatrogenic Disease, No. 11, p. 21.  
Dual-Purpose Funds, Double Gains in, No. 18, p. 42.

Europe, Education in, No. 6, p. 54.  
European Optometry, No. 5, p. 23.  
Extraocular Muscle Paresis of Paralysis, Patients with, No. 9, p. 21.  
Eye Level in Fitting, No. 24, p. 27.

Fashion Dispensing Test for Stylists, No. 2, p. 54; No. 3, p. 32; No. 4, p. 50; No. 5, p. 20; No. 6, p. 45; No. 9, p. 24; No. 11, p. 32; No. 12, p. 49; No. 13, p. 28; No. 14, p. 52.  
Fashion, Image of, No. 15, p. 26; No. 17, p. 32; No. 19, p. 36; No. 20, p. 35; No. 22, p. 46; No. 23, p. 25.  
Fee Schedules, Illegality of Fixed, No. 6, p. 46.  
Fields as a Diagnostic Tool, Value of Vision, No. 15, p. 19.  
Financial Pages, How To Read, No. 23, p. 22.

Glasses Are Not Wanted, When, No. 19, p. 33.  
Glaucoma Test, A Quick Positive, No. 17, p. 23.  
"Go to Work!", No. 12, p. 46.

Heat-Treated Lenses, Spontaneous Breakage of, No. 2, p. 49.  
Heat-Treatment of Lenses, No. 8, p. 34.  
Hemiplegia, Ocular Complications in, No. 5, p. 21.  
Hypnosis—Use It, No. 8, p. 25.

Image-Rotating Devices in Ophthalmic Testing, Use of, No. 13, p. 19.  
Investment Facts or Fallacies?, No. 4, p. 51.  
Irony of Eye Care, No. 21, p. 36.

Legal Digest, No. 2, p. 52; No. 18, p. 38.  
Lenses—Rx or Photographic, Quality Control of, No. 20, p. 38.

Lenses, Therapeutic Use of—Functional Prescribing, No. 21, p. 23.

Multiple Prescriptions, Advising, No. 3, p. 29.  
Myopia, "True" and "Pseudo"—Where Do We Draw the Line?, No. 1, p. 18.

Name Change as a Step Toward an Upgraded Image, No. 19, p. 39.  
Not So Fast, Little Man!, No. 21, p. 34.

Partially Sighted, Handling the, No. 15, p. 21.

Perception, A Matter of, No. 9, p. 25.  
Photography, The Use of Ophthalmic Lenses for Close-up, No. 11, p. 26.  
Postgraduate Education, Mandatory: An Assault on Personal Freedom, No. 7, p. 31.

Practice, 25 Ideas Worth \$25,000 in Evaluating Your, No. 8, p. 26.  
Professional Standards and Expanded Skills—Optometric Imperatives, No. 14, p. 46.

Reading Tests, What Optometrists Should Know About, No. 4, p. 35.

Reception Room Efficiency, No. 1, p. 28.

Referral, Medical—Is Our Obligation Legal or Ethical?, No. 18, p. 35.  
"Rogues' Gallery," One Man's, No. 12, p. 44.

Screening, Basic Concepts in Optometric, No. 20, p. 29.

Soft Lenses?, Why not Use the Radioscope To Measure, No. 20, p. 34.  
Soft Lenses, Why Patients and Doctors Resist—The Four "Uns," No. 9, p. 26.

Statistics on Corrective Lenses, No. 11, p. 25.

Stock Market Quiz, No. 7, p. 34.

Stress on the Visual Mechanism, Dealing With, No. 24, p. 15.

Swap your Home for Vacation and Fun, No. 9, p. 30.

Switzerland, Professional Life in, No. 1, p. 20.

Taillights, Tale of Three, No. 2, p. 55.  
Technical Analysis for Extra Profits, No. 1, p. 26.

Telescopes as Low-Vision Aids, Evaluation of, No. 22, p. 23.  
Template Field Test, No. 3, p. 23.

Venezuelan College, No. 8, p. 36.

Vision Service Associate Patients, Demographic Study of 200, No. 18, p. 27.

Visual Aids, Comments on the Use of

Hand-Held and Stand-Mounted, No. 2, p. 33.

Will!, Get a Check-up on Your, No. 20, p. 42.

X-Chrom Contact Lens and Color Deficiency, No. 5, p. 15.

## AUTHORS

Agarival, R. K., No. 6, p. 54.  
Arkin, Joseph, No. 6, p. 46; No. 12, p. 38.

Berger, Arthur, No. 24, p. 18.  
Bergsjo, Martin, No. 2, p. 55; No. 31, p. 36.

Berman, Melvyn Roy, No. 2, p. 46.

Bernstein, Arnold, No. 9, p. 25.

Birnbaum, Martin, No. 21, p. 23.

Blankenship, Ted, No. 15, p. 21.

Brazelton, Frank, No. 22, p. 44.

Browser, No. 2, p. 46; No. 11, p. 30.

Cornsweet, Tom N., No. 12, p. 31.

Cyr, Reno R. J., No. 11, p. 36; No. 20, p. 38.

Daubs, J., No. 20, p. 29.

Drucker, Samuel, No. 1, p. 18; No. 5, p. 21; No. 7, p. 31; No. 18, p. 35; No. 23, p. 27.

Everson, Ronald W., No. 1, p. 15.

Fair, Ernest, No. 1, p. 28.

Fischoff, S. C., No. 15, p. 25.

Fisher, Harold, No. 21, p. 29.

Francioli, R., No. 1, p. 20.

Freed, Cyril, No. 7, p. 23.

Friedberg, Elmer, No. 8, p. 37; No. 14, p. 50.

Garber, Jerome M., No. 8, p. 25; No. 15, p. 19.

Goldberg, Joe B., No. 14, p. 31.

Goldinger, Murray, No. 6, p. 39.

Gray, Chester, No. 7, p. 34; No. 18, p. 42.

Greene, Nathan, No. 3, p. 23; No. 17, p. 23.

Hellinger, George, No. 24, p. 18.

Hendershot, Thomas R., No. 12, p. 46.

Hunt, Clark, No. 4, p. 51; No. 14, p. 54.

Jabine, William, No. 2, p. 52; No. 18, p. 38.

Janoff, Lester, No. 19, p. 27.

Koetting, Robert A., No. 9, p. 26; No. 20, p. 34.

Lebow, Kenneth A., No. 18, p. 27.

Levoy, Barton, No. 2, p. 54; No. 3, p. 32.

No. 4, p. 50; No. 5, p. 20; No. 5, p. 20; No. 6, p. 45; No. 7, p. 29; No. 9, p. 24;

No. 11, p. 32; No. 12, p. 49; No. 13, p. 28; No. 14, p. 52; No. 15, p. 26;

No. 17, p. 32; No. 19, p. 36; No. 20, p. 35; No. 22, p. 46; No. 23, p. 25.

Lewis, Alan Laird, No. 3, p. 31.

Lupica, Vincent P., No. 14, p. 46; No. 19, p. 39; No. 24, p. 15.

Margach, Charles, No. 2, p. 33.

Masucci, Alan A., No. 8, p. 34; No. 14, p. 34; No. 24, p. 27.

Mercer, Charles G., No. 17, p. 28.

Moss, Herbert, No. 2, p. 49.  
Munn, Hart, No. 1, p. 26; No. 23, p. 22.

Nizewitz, Jack R., No. 18, p. 27.  
Norcross, Melanie, No. 9, p. 30; No. 20, p. 42; No. 21, p. 32.

Randall, Richard W., No. 8, p. 26.  
Reading, R. W., No. 13, p. 19.

Rosenwasser, Harvey M., No. 17, p. 27.  
Simpson, Walter, No. 11, p. 24.  
Smith, Marvin B., No. 8, p. 36; No. 11, p. 21; No. 23, p. 15.  
Smith, William, No. 3, p. 26; No. 4, p. 46; No. 6, p. 51; No. 8, p. 28; No. 13, p. 23; No. 19, p. 30; No. 22, p. 41; No. 23, p. 17; No. 24, p. 20.

Torpy, Kenneth, No. 5, p. 23.  
Verma, Satya, No. 19, p. 27.  
Waldstreicher, Joel, No. 4, p. 35.  
Warren, George, No. 3, p. 29; No. 13, p. 26; No. 19, p. 33; No. 21, p. 34.  
Yohe, Robert, No. 22, p. 33.  
Zeltzer, Harry I., No. 5, p. 15.  
Zuckerman, Eugene, No. 9, p. 21.

### Appointed by Coburn Optical

Joseph R. McShane had been appointed vice president of Sales and Marketing of Coburn Optical Products, Inc. as announced by Tom Coburn, president.

McShane will assume all marketing and sales



JOSEPH R. McSHANE

responsibilities for the company's lens line, both glass and hard resin. He leaves a successful activity as a manufacturer's representative in the Midwest region, representing various companies including Silor Optical Company, Vista Lens Corporation and Sadler Brothers.

McShane entered the ophthalmic field with Bausch & Lomb Optical Company in New York City. He received his education at Fordham University and served in the U.S. Naval Air corps.

### New Product from Continuous Curve

Don Brucker, president of Continuous Curve Contact Lenses, Inc., announced the development of the Hydroform Stage, a new device to increase accuracy and reduce the time necessary to make base curve measurements on a radiuscope-type contact lens instrument.

The Hydroform Stage incorporates a hydrophilic material to assure a continuously hydrated holder for the contact lens, eliminating the need to add water for lens measurements. The Hydroform Stage removes the air-lens contact problem and reduces the time to locate and zero the instrument for a given lens, increasing efficiency as well as accuracy in contact lens measurements.

### Appointed by Bausch & Lomb

William J. Johnson has been promoted to manager of continuing education in the Soflens Division of Bausch & Lomb, Inc. according to John R. Williams, division vice president of marketing.

Johnson, previously district manager for the division's southwestern sales area, is responsible for planning, developing and implementing train-



WILLIAM J. JOHNSON

ing programs to improve sales and managerial skills of Soflens sales personnel.

A graduate of Norwich University, he joined Bausch & Lomb in July, 1971 after a year with Hoffman-LaRoche, Inc., as a pharmaceutical salesman.

### House of Vision Sales and Earnings

The House of Vision, Inc., reported sales and earnings results for the third quarter and nine months ended Sept. 30, 1973.

Third quarter sales increased to \$7,167,655 compared with third-quarter 1972 sales of \$6,515,462. Net earnings amounted to \$107,838, equal to 9¢ per share on 1,241,159 average shares outstanding, compared with \$235,290, and 19¢ per share on 1,240,592 average shares outstanding for the year ago period.

For the nine months ended Sept. 30, 1973, House of Vision sales amounted to \$20,842,969, compared with \$19,838,298 last year. Net earnings in the first nine months were \$541,335, equal to 44¢ per share, as against \$681,025, and 55¢ per share for the first nine months of 1972.

